CLAIMS:

- A container for goods comprising a storage compartment having an outer member, a flexible inner lining and an adjustable protection means for protecting
 articles in said storage compartment, said adjustable protection means mounted between the outer member and the lining, wherein the adjustable protection means is provided by a self-inflatable insert, wherein the adjustable protection means is selectively adjustable between a protection mode and a storage mode, and wherein the pressure in the self-inflatable insert may be increased to provide additional protection.
 - 2. A container for goods as claimed in claim 1, wherein the outer member is a flexible member.
 - 3. A container for goods as claimed in claim 1, wherein the outer member is a rigid member.
- 15 4. A container for goods as claimed in claim 1, wherein the inflatable insert provides a protective layer in both the storage mode and the protection mode.
 - 5. A container for goods as claimed in claim 1, wherein the inflatable insert is shock absorbent.
- 6. A container for goods as claimed in claim 1, wherein the inflatable insert determines the maximum and minimum capacity of the storage compartment.
 - 7. A container for goods as claimed in claim 1, wherein the inflatable insert is provided by a one-piece unit.
 - 8. A container for goods as claimed in claim 7, wherein the one-piece unit has one internal cavity.
- 9. A container for goods as claimed in claim 1, where the inflatable insert comprises a foam pad insert incorporating an air valve.
 - 10. A container for goods as claimed in claim 9, wherein the foam pad insert is self inflatable with the valve is opened.

- 11. A container for goods as claimed in claim 9, wherein the foam pad insert is self-inflatable when the insert is pierced or punctured.
- 12. A container for goods as claimed in claim 9, wherein the foam is deflatable by opening the valve, applying pressure to the foam and closing the valve when substantially all the air is expelled.
- 13. A container for goods as claimed in claim 9, wherein the foam has a memory which restores the foam to its original form when an operator opens the valve after a period of deflation or when the insert is pierced or punctured.
- 14. A container for goods as claimed in claim 1, where the insert is inflatable by a pump or by a user blowing air into the insert through a valve.
 - 15. A container for goods as claimed in claim 1, where the insert is deflatable by a pump extracting air from the insert through the valve.
 - 16. A container for goods as claimed in claim 9, further comprising:a pump for inflating or deflating said insert; and
- a tube having a first end connected to said pump and a second end selectively attached to said valve for allowing the pump to increase or decrease the pressure in said insert.
 - 17. A container for goods as claimed in claim 1, wherein the insert is deflatable by means of the valve.
- 20 18. A container for goods as claimed in claim 1, where a pump is usable to increase or decrease the pressure in the inflatable insert.
 - 19. A container for goods as claimed in claim 1, where the inflatable insert provides a protective layer at normal atmospheric pressure.
- 20. A container for goods as claimed in claim 1, wherein the container is an item 25 of luggage.
 - 21. A container for goods as claimed in claim 16, wherein said container is an item of luggage further including a shoulder strap attached to said container, and said shoulder strap having a cavity for housing said pump and said tube.

- 22. A container for goods as claimed in claim 20, wherein the storage compartment comprises a central body and side panels.
- 23. A container for goods as claimed in claim 20, wherein the side panels are provided incorporating attachment means for inter-engagement with a corresponding attachment means located on the side of the outer member of the item of luggage.
- 24. A container for goods as claimed in claim 23, wherein the attachment means are provided by strips of hook and loop material allowing the side compartments to be temporarily attached to the item of luggage.
- 25. A container for goods as claimed in claim 20, wherein a pair of lifting handles is located on the outer member of the item of luggage.
 - 26. A container for goods as claimed in claim 20, wherein the container has a zip fastener for accessing the storage compartment and the control valve and a flap is located on the outer member of the luggage covering the zip fastener.
- 27. A container for goods as claimed in claim 26, wherein the flap is fitted with a lock.
 - 28. A container for goods as claimed in claim 1, wherein the container is in the form of a suit carrier comprising a cover sheet, a flexible inner lining and an inflatable insert formed for insertion between said cover sheet and said lining whereby in use the inflatable insert prevents excessive creasing of a suit when it is rolled up inside the suit carrier.
 - 29. A container for goods as claimed in claim 1, wherein the container is provided in the form of a sleeping bag having an inflatable insert formed for insertion into said sleeping bag.
- 30. A container for goods as claimed in claim 1, wherein the container is provided in the form of a shipping container comprising a rigid outer member, a flexible inner lining and an inflatable insert mounted between said rigid outer member and said lining.

- 31. A container for goods as claimed in claim 1, wherein the container is provided in the form of a case for technical equipment such as a laptop computer, a telephone or a palmtop comprising an outer member, a flexible inner lining and an inflatable insert mounted between said outer member and said lining.
- A container for goods as claimed in claim 1, wherein the container is provided in the form of a case for any musical instrument such as a keyboard or guitar comprising an outer member, a flexible inner lining and an inflatable insert mounted between said outer member and said lining.
- 33. A container for goods as claimed in claim 1, wherein the container is provided in the form of a case for optical equipment such as a camera, camcorder or video comprising an outer member, a flexible inner lining and an inflatable insert mounted between said outer member and said lining whereby in use the insert reduces the risk of damage to optical equipment.